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|  | Achieved | Merit | Excellence |
| Old | Communicates straightforward ideas for a specific audience and purpose.  Uses appropriate verbal and visual techniques.  Identifies verbal and visual techniques used and their intended effect. | Communicates developed ideas for a specific audience and purpose.  Uses appropriate verbal and visual techniques with effect.  Identifies verbal and visual techniques used and their intended effect. | Communicates fully developed ideas for a specific audience and purpose.  Uses appropriate verbal and visual techniques with striking and or original effect.  Identifies verbal and visual techniques used and their intended effect. |
| New | Develop and structure ideas in a visual text.  Use language features appropriate to purpose and audience. | Develop and structure ideas convincingly in a visual text.  Use language features appropriate to purpose and audience with control. | Develop and structure ideas effectively in a visual text.  Use language features appropriate to purpose and audience with control. |